

**ORGANIZATION NAME: Shelby Chamber of Commerce**

**PROJECT NAME: FY09 Cooperative Marketing – Shelby Brochure**

**APPLICATION COMPLETED BY: Gayle Fisher**

**Approved Audits/Applications  
Committee 11/19/08**

*Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.*

The Shelby Chamber of Commerce will print a brochure including main attractions, historical points, visitor points of interest and maps of the area. It will be a tri-fold, which is easy to read and carry. This brochure is Shelby's primary publication to attract visitors.

We will print 14,000 copies of the brochure which will be distributed by Certified Folder Display in the Helena/Great Falls distribution area. This includes 91 sites.

*Develop Objectives:* The Shelby Chamber of Commerce brochure committee's main objective is attract visitors to this area as well as to increase the length of stay of the visitor. Since we are located at a major intersection of US Hwy 2 and I-15 our goal is to target travelers in the state and from Canada. Shelby is located 35 miles south of the US/Canada border and a 24-hour port of entry. This brochure is also used to attract people from all over the country who inquire through the chamber about Shelby, MT.

*Portions of Marketing Plan supporting this project:*

Goal #1 – Attract visitors by communicating an image that positions Russell County as a vacation destination.

Goal #2 – Expand our marketing potential by participating in joint ventures with other Montana tourism organizations.

*Does this project support the Strategic Plan? Yes*

*This project supports the following Strategic Plan Goal(s):*

#7 - Build an effective tourism and recreation "team" to facilitate partnerships, share information and leverage funding/technical resources in order to realize the vision for 2009.

*This project supports the following Strategic Plan Market Opportunities:*

- Showcase Montana's heritage/culture
- Target mature travelers
- Encourage new visitors and extended stays

**Printed Materials**

**Description: Shelby Brochure**

**Size/pages: 9" x 12" trifold**

**Ink: 4 Color, both sides, full bleeds**

**Paper: 80# Gloss text**

**Distribution: Certified Folder Display, Inc will distribute in the Helena/Great Falls distribution area. This includes 91 sites.**

**Quantity: 14,000**

**PROJECT BUDGET**

**FY 09 Cooperative Marketing – Shelby Brochure**

**Russell Country**

	Russell Country State Tourism Funds	Other Organizational Funds	Total
Brochure Printing	\$822.00	\$822.00	\$1644.00
Distribution – Certified Folder Display	\$240.00	\$240.00	\$480.00
<b>PROJECT TOTAL</b>	<b>\$1062.00</b>	<b>\$1062.00</b>	<b>\$2124.00</b>